

T S9/FULL/5

9/19/5 (Item 1 from file: 9)

DIALOG(R) File 9:Business & Industry(R)
(c) 2004 The Gale Group. All rts. reserv.

2632044 Supplier Number: 02632044 (THIS IS THE FULLTEXT)

Web Marketing News: Firms Tout Cost-Effective Tracking Tool

(Cybergold and Inference have jointly introduced Cash2 Register, which enables consumers to fill out virtual product registration cards online)

DM News, v 21, n 41, p 26

November 01, 1999

DOCUMENT TYPE: Journal ISSN: 0194-3588 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 614

ABSTRACT:

Cybergold Inc. and Inference Corp. say they have come up with the first cost-effective way for manufacturers to know their customers and identify their buying habits. Analysts question the claim.

TEXT:

Analysts question product's first-to-market claim

By Ted Kemp

Cybergold Inc. and Inference Corp. say they have come up with the first cost-effective way for manufacturers to know their customers and identify their buying habits. Analysts question the claim.

Online incentives firm **Cybergold**, Oakland, CA, and e-commerce software firm Inference, Novato, CA, last month introduced Cash2Register, a program that lets consumers fill out virtual product registration cards online. People will receive a brightly colored slip of paper with the appliances, electronics and other products shipped to them, and that slip will direct them to a URL where they can register their new stuff. They'll receive a cash incentive offer in the process.

The program is meant to be an improvement over traditional, offline registration cards, which people mail in only between 1 percent and 3 percent of the time, according to Steven Farber, chief operating officer of **Cybergold**. He said buying trends and information on individual consumers can be valuable to manufacturers that want to more effectively target their market. Manufacturers using the program will pay a fee for each registered buyer.

Cybergold and Inference said in a prepared statement that before Cash2Register, "there was no efficient, cost-effective way for manufacturers to identify their customers, track buying patterns and develop one-to-one relationships." Farber told DM News that conversations with analysts from Jupiter Communications, New York, and Forrester Research, Cambridge, MA, affirmed the statement.

photo omitted

But Jim Nail, senior analyst at Forrester, said the companies might be hyping things a bit. "It's a novel idea, but give me a break," Nail said.

"Does the Internet give (manufacturers) an ability to do it more cost-efficiently, better, faster, smarter, cheaper than they've ever done it before? Absolutely. Does Cash2Register? Cash2Register's just a ... little piece," he said.

"I guess I would rephrase that" Jupiter analyst Melissa Shore said of the claims from **Cybergold** and Inference. She said the typical manufacturer

"doesn't necessarily have access to the data" it needs for setting up individual relationships with buyers. Shore noted that, for example, makers of products generally don't have consumer-monitoring programs that are as effective as the frequent shopper cards that grocery stores can use to track purchases.

Executives at **Cybergold** and Inference insisted that Cash2Register will be an effective marketing weapon. Farber said he expects the program's response rates to reach as high as 35 percent -- vastly better than traditional product registration cards.

Incentives will range between \$1 and \$15 depending on the product being registered, Farber said, though he could provide no specifics because Inference, which will sell Cash2Register under **license** from **Cybergold**, is still in talks with its first clients for the product. Incentives will account for at least half the total amount manufacturers will pay for each registration; the remainder will be go to Inference, which will, in turn, pay a **royalty** to **Cybergold**. Manufacturers will be allowed to pick and choose what questions they want to ask consumers during the registration process.

Should the program work, **Cybergold** stands to boost its base of registered members -- a pool of cybershoppers already 3.3 million-strong and growing by about 9,000 daily. Manufacturers will have their own individualized URLs where people register their products, but the cash rewards will be made available through **Cybergold**'s existing online incentives program.

The firm sets up accounts for its members, adding money when people take desired actions online such as making purchases. Consumers can transfer that money as they choose to their credit cards, bank accounts and charities, or they can apply it toward further purchases.

Cybergold and Inference plan to market Cash2Register to their existing members and corporate partners. Specifics on those campaigns are not yet available, executives said.

Copyright 1999 Mill Hollow Corporation

COMPANY NAMES: **CYBERGOLD** INC; INFERENCE CORP

INDUSTRY NAMES: Applications software; Business services; Information industry; Online services; Software

PRODUCT NAMES: Advertising NEC (731900); Applications software packages NEC (737279); On-line service providers (737500)

CONCEPT TERMS: All company; All market information; All product and service information; Internet activity; Joint venture; Product introduction; Users

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

?

SHOW FILES

File 149:TGG Health&Wellness DB(SM) 1976-2004/May W4
(c) 2004 The Gale Group

File 43:Health News Daily - Subs 1990-2004/May 27
(c) 2004 F-D-C reports Inc.

File 444:New England Journal of Med. 1985-2004/May W5
(c) 2004 Mass. Med. Soc.

File 5:Biosis Previews(R) 1969-2004/May W4
(c) 2004 BIOSIS

File 73:EMBASE 1974-2004/May W4
(c) 2004 Elsevier Science B.V.

File 155:MEDLINE(R) 1966-2004/May W4
(c) format only 2004 The Dialog Corp.

File 34:SciSearch(R) Cited Ref Sci 1990-2004/May W4
(c) 2004 Inst for Sci Info

File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec
(c) 1998 Inst for Sci Info

File 455:Drug News & Perspectives 1992-2004/Apr
(c) 2004 Prous Science

File 129:PHIND(Archival) 1980-2004/May W4
(c) 2004 PJB Publications, Ltd.

File 130:PHIND(Daily & Current) 2004/Jun 01
(c) 2004 PJB Publications, Ltd.

File 74:Int.Pharm.Abs 1970-2004/May B1
(c) 2004 Amer.Soc.of Health-Sys.Pharm.

File 42:Pharmaceuticl News Idx 1974-2004/May W3
(c)2004 ProQuest Info&Learning

File 625:American Banker Publications 1981-2004/May 28
(c) 2004 American Banker

File 637:Journal of Commerce 1986-2004/May 31
(c) 2004 Commonwealth Bus. Media

File 169:Insurance Periodicals 1984-1999/Nov 15
(c) 1999 NILS Publishing Co.

File 80:TGG Aerospace/Def.Mkts(R) 1986-2004/May 31
(c) 2004 The Gale Group

File 6:NTIS 1964-2004/May W5
(c) 2004 NTIS, Intl Cpyrght All Rights Res

File 63:Transport Res(TRIS) 1970-2004/Apr
(c) fmt only 2004 Dialog Corp.

File 635:Business Dateline(R) 1985-2004/May 28
(c) 2004 ProQuest Info&Learning

File 570:Gale Group MARS(R) 1984-2004/May 31
(c) 2004 The Gale Group

File 22:Employee Benefits 1986-2004/May
(c) 2004 Int.Fdn.of Empl.Ben.Plans

File 47:Gale Group Magazine DB(TM) 1959-2004/May 28
(c) 2004 The Gale group

File 8:Ei Compendex(R) 1970-2004/May W4
(c) 2004 Elsevier Eng. Info. Inc.

File 94:JICST-EPlus 1985-2004/May W2
(c)2004 Japan Science and Tech Corp(JST)

File 7:Social SciSearch(R) 1972-2004/May W4
(c) 2004 Inst for Sci Info

File 268:Banking Info Source 1981-2004/May W3
(c) 2004 ProQuest Info&Learning

File 626:Bond Buyer Full Text 1981-2004/May 28
(c) 2004 Bond Buyer

File 267:Finance & Banking Newsletters 2004/Jun 01
(c) 2004 The Dialog Corp.

File 139:EconLit 1969-2004/May
(c) 2004 American Economic Association

File 608:KR/T Bus.News. 1992-2004/Jun 01
(c)2004 Knight Ridder/Tribune Bus News

?

Set	Items	Description
S1	334	WINWIN?
S2	323	RD (unique items)
S3	23	S2 AND PROFILE
S4	15	MONEYFORMAIL?
S5	10	RD (unique items)
S6	195	CYBERGOLD
S7	15	S6 AND LICENSE
S8	14	RD (unique items)
S9	2	S8 AND ROYALTY
S10	2	S6 AND ROYALTY
S11	2	RD (unique items)
?		

SHOW FILES

File 15:ABI/Inform(R) 1971-2004/Jun 01
(c) 2004 ProQuest Info&Learning

File 9:Business & Industry(R) Jul/1994-2004/May 28
(c) 2004 The Gale Group

File 610:Business Wire 1999-2004/Jun 01
(c) 2004 Business Wire.

File 810:Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire

File 275:Gale Group Computer DB(TM) 1983-2004/May 31
(c) 2004 The Gale Group

File 476:Financial Times Fulltext 1982-2004/Jun 01
(c) 2004 Financial Times Ltd

File 624:McGraw-Hill Publications 1985-2004/May 31
(c) 2004 McGraw-Hill Co. Inc

File 621:Gale Group New Prod.Annou.(R) 1985-2004/May 28
(c) 2004 The Gale Group

File 636:Gale Group Newsletter DB(TM) 1987-2004/May 31
(c) 2004 The Gale Group

File 613:PR Newswire 1999-2004/Jun 01
(c) 2004 PR Newswire Association Inc

File 813:PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc

File 16:Gale Group PROMT(R) 1990-2004/May 31
(c) 2004 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group

File 634:San Jose Mercury Jun 1985-2004/May 25
(c) 2004 San Jose Mercury News

File 148:Gale Group Trade & Industry DB 1976-2004/May 31
(c)2004 The Gale Group

File 20:Dialog Global Reporter 1997-2004/Jun 01
(c) 2004 The Dialog Corp.

File 35:Dissertation Abs Online 1861-2004/May
(c) 2004 ProQuest Info&Learning

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
(c) 2002 The Gale Group

File 65:Inside Conferences 1993-2004/May W5
(c) 2004 BLDSC all rts. reserv.

File 2:INSPEC 1969-2004/May W4
(c) 2004 Institution of Electrical Engineers

File 233:Internet & Personal Comp. Abs. 1981-2003/Sep
(c) 2003 EBSCO Pub.

File 474:New York Times Abs 1969-2004/May 31
(c) 2004 The New York Times

File 475:Wall Street Journal Abs 1973-2004/May 28
(c) 2004 The New York Times

File 99:Wilson Appl. Sci & Tech Abs 1983-2004/Apr
(c) 2004 The HW Wilson Co.

File 256:SoftBase:Reviews,Companies&Prods. 82-2004/Apr
(c)2004 Info.Sources Inc

File 348:EUROPEAN PATENTS 1978-2004/May W04
(c) 2004 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20040527,UT=20040520
(c) 2004 WIPO/Univentio

File 347:JAPIO Nov 1976-2004/Jan(Updated 040506)
(c) 2004 JPO & JAPIO

?

Set	Items	Description
S1	1018	WINWIN?
S2	820	RD (unique items)
S3	61	S2 AND PROFILE
S4	142	MONEYFORMAIL?
S5	58	RD (unique items)
S6	2264	CYBERGOLD
S7	136	S6 AND LICENSE
S8	83	RD (unique items)
S9	13	S8 AND ROYALTY
S10	39	S6 AND ROYALTY
S11	21	RD (unique items)
?		



[Forget Your Email Address](#) [Frequently Asked Questions](#) [Contact Us](#)
[Forget Your Password](#) [Membership Agreement](#)

Your attention is valuable, and you deserve to be paid for it. Cybergold is working to create "win - win" exchanges between consumers and marketers. We are making it possible to literally pay for attention.

Cybergold is your "attention broker". We find advertisers that want to pay you for your attention. As with any trusted broker, participation is completely voluntary and privacy is protected absolutely. You can opt out at any time, and no advertiser will ever get your name or email address.

The site you see today is only the beginning. Cybergold technology will also match ads and other online information to your personal interests and demographics. We envision a world in which **"every ad is a wanted ad"**.

~~Help~~ other help topics

Request a [New Password](#)
Request your exact [Email Address](#)
Read our [Frequently Asked Questions "FAQs"](#)
Review the [Member Agreement](#)

Ask [Customer Service](#)

Go back to the [Log In Page](#)

[Home](#) | [Earn](#) | [Shop](#) | [Spend](#) | [My Account](#) | [Help](#)
[Tour](#) | [Privacy](#) | [Company Info.](#) | [Investor Relations](#) | [Legal Notices](#)

©1998,1999,2000 Cybergold, Inc., All Rights Reserved

Helpout popup-6+3